X-9277

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applic. No.

10/710,852

Conf. No.: 7986

Applicant

Scott Dresden

Filed

August 7, 2004

Art Unit

3622

Examiner

Affaf Ahmed

Title

Dynamic Tracking, Analysis and Acquisition of E-

Commerce Advertising Channels for Toll-Free Markets

Docket No.

X-9277

Customer No. :

24131

Hon. Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT under 37 CFR § 1.116

Sir:

Responsive to the Office Action dated October 23, 2009 kindly amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.